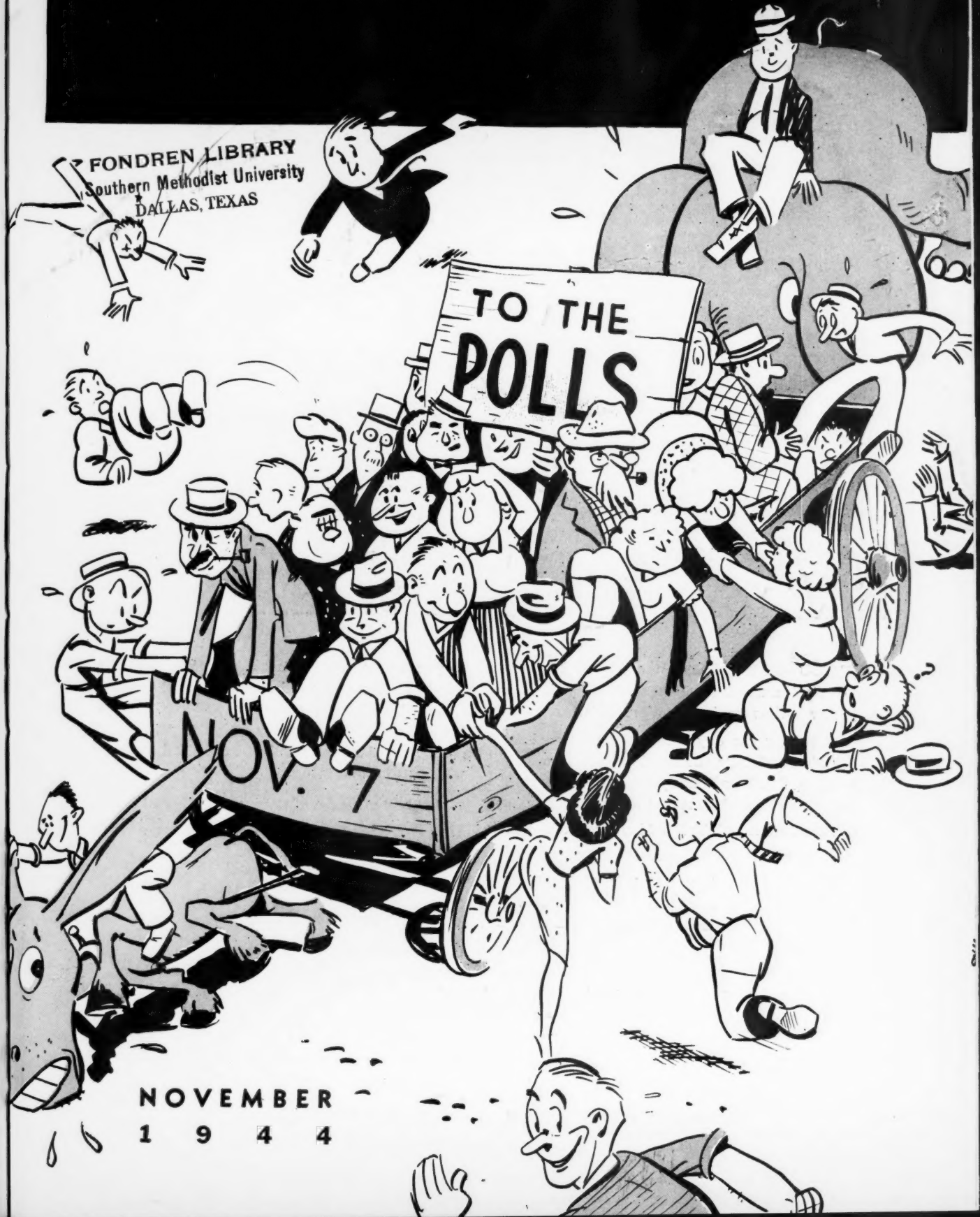


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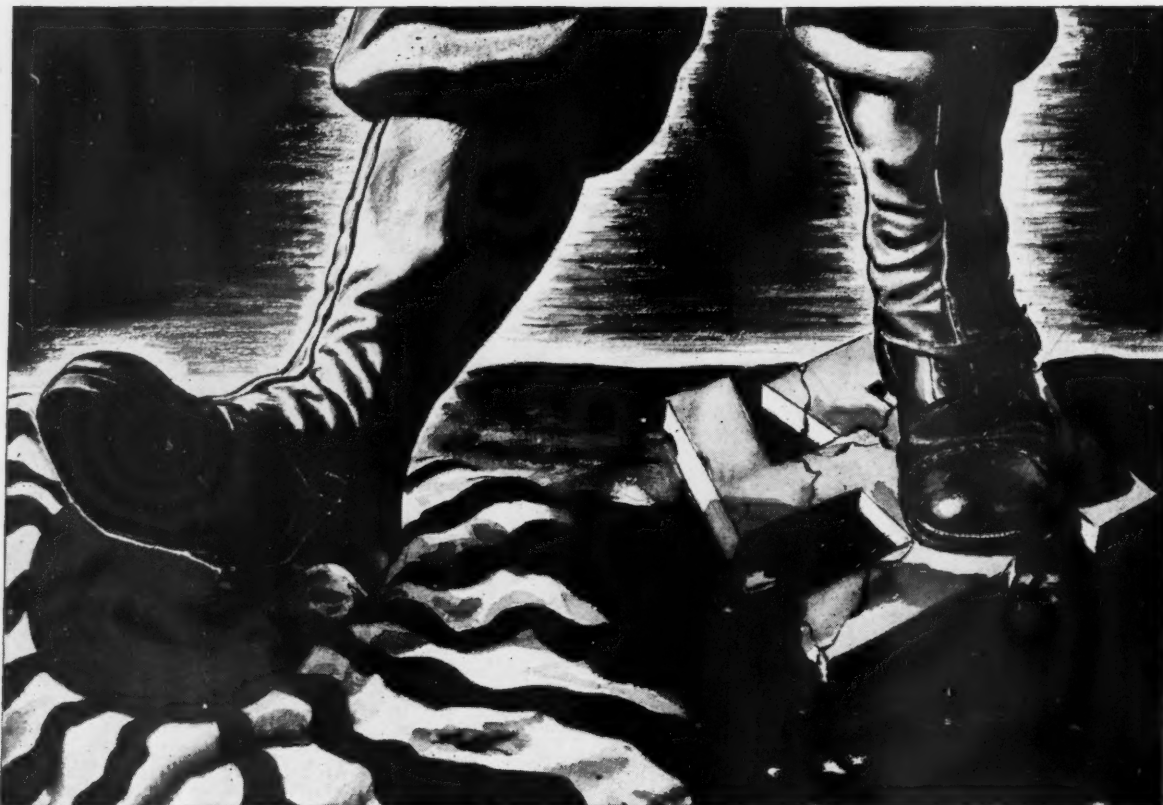
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# HASTEN THE DAY!



**Y**OU can help hasten the day—**THE** day of final unconditional surrender—by investing your war-time earnings in War Bonds.

Hastening the day means shortening casualty lists. In war, bullets, shells and bombs are exchanged for lives. The War Bonds you buy help pay for the bullets, shells and bombs that will speed the victory.

Your consistent War Bond investments will work

for you too at the same time that they work for your boy in service. They will give you that luxurious feeling of freedom that goes with a well-lined pocket-book. For whatever you may desire ten years from now, your War Bonds will add one-third more to what you've invested.

Help hasten the day of victory, and help make that victory more secure—buy your War Bonds today.

## BUY WAR BONDS

### DALLAS POWER & LIGHT COMPANY

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# DALLAS

VOLUME 23

NOVEMBER, 1944

NUMBER 11

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON . . . . . Editor  
VELMA BOSWELL . . . . . Business Manager  
ED FLOYD . . . . . Advertising Manager



Member Southwestern Association  
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Industrial Editors

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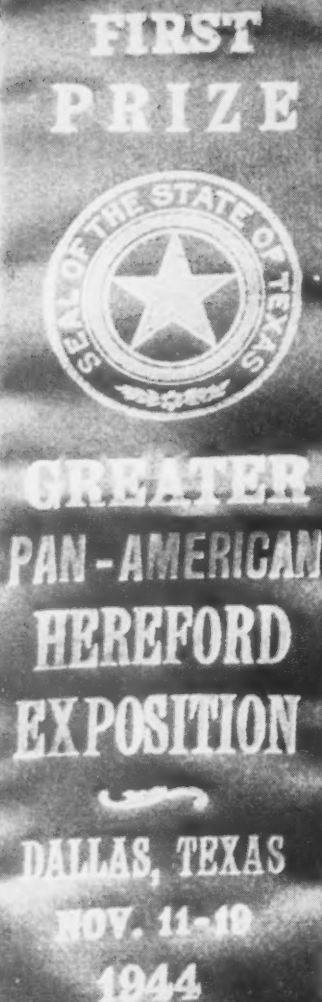
It will, if you've installed a Layne-Texas Well Water System. The combination of experience, knowledge, and proven ability which we are able to apply to the building of well water systems, assures a long life of high operating efficiency with low maintenance cost and service.

Layne-Texas Company engineers, drillers, and technicians are prepared to assist you in planning a well water supply that will serve you for years to come.



# Showtime for Champions

Story of What Texas Is Doing to Improve Beef Production  
Is Theme of Hereford Show Set for Dallas November 11-19



"WELL, for Pete's sake, can you beat that; it isn't right!" exclaimed a little old lady who had been watching the judging at a recent Hereford show. The judge's decision had just been announced.

"Why on earth didn't that old judge give first place to the cute little bull that seems so affectionate to the ringman?" she asked of the man sitting near her. You couldn't tell that the man was a rancher because ranchers generally dress pretty much like any other business man.

The stockman concealed a grin and offered a few points for enlightenment.

"Did you notice the conformation of that bull that won first, ma'am?" he inquired gently. "Did you observe that he was shaped like a pound of butter? Did you notice that powerful head, the short neck, straight back line, that smooth, well-filled rib section, those short legs and above all those big hindquarters where the good, tender sirloin steaks come from? Did you notice those well-developed—"

"But you don't eat bulls," the lady shot back.

"No'm, you don't," agreed the rancher, "but somebody is probably going to eat hundreds of pounds of the choicest steaks in the world that are going to come off that bull's sons who inherit his conformations."

In a short while the lady had learned why cattlemen and a good many persons who are not cattlemen would rather see a high class livestock show than anything else in the world.

It boiled down to the simple facts that a Hereford exhibition is a demonstration of what the breeders are doing in their intense and continuous efforts to propagate animals which will yield the highest percentage of the choicest cuts at the earliest age on the least amount of feed in proportion to the number of tender, fine-flavored steaks and roasts that make Americans the best fed people in the world.

How well the ranchers are doing this job will be shown on the hoof at the Greater Pan-American Hereford Exposition at Fair Park November 11-19. Hun-

dreds of head of the finest beef stock that ever took a ribbon will compete for the \$20,000 premiums, believed to be the largest amount offered for any Hereford show in the United States this year.

The livestock industry of Texas ranks next to oil and agriculture as a revenue producer. The Hereford breed represents more than 80 per cent of all beef stock in the State, a region which less than a hundred years ago was populated by the rangy, emaciated looking Longhorn which was valuable chiefly as a source of tough leather.

What Texas has done in the way of improvement of beef production is probably considered more spectacular by those in other parts of the world than within the boundaries of the state.

While Texas is the leading cattle raising State in the nation, its ranchers take little pride in its huge ranges and millions of head. They have something far more important and profitable to be proud of, and that is quality.

Of all Herefords registered with the American Hereford Association last year, nearly one fifth were Texas animals. In 1943, Texas Herefords sold at auctions averaged \$115 a head more than those in other states. Texans were buyers or sellers of nearly one-fourth of all Hereford bulls traded in the United States last year at prices of \$5,000 or more and maintained a similar record on all females bought or sold for \$3,500 or more.

Ten of the largest breeders in the United States are in this State.

Texas Herefords have been taking top places in the shows all over the United States so regularly that it would be unusual if they failed to do so. For instance, when the fall show circuit opened about a month ago at the Nebraska State Fair at Lincoln, James M. Brook, a Brady rancher, got grand championship and reserve championship on both bulls and females in addition to 12 other awards. Next on the circuit was the Kansas State Fair at Topeka where his stock again took all the champion awards in addition to top places in many other classes.

At the recent national Hereford show at Atlanta, a herd of only 10 head belong-

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ing to Charles Pettit, oil man of Dallas and owner of Flat Top Ranch, carried off 18 awards. Included in these were grand champion and reserve champion females. Every top place in all the female classes was taken by a Texas Hereford.

Mr. Pettit's herd then went to the Tulsa show and virtually repeated its performance, including the female championships.

With such cattle it was the logical thing for the Texas Hereford Association, with headquarters in Dallas, to undertake to stage a show which would be in keeping with the quality of Texas cattle. The competition has been opened to the breeders of both the North and South American continents.

Mexico, Central and South America have been good customers for Texas registered Herefords and the association intends to further the friendships and business relations which are rapidly growing among the ranchers on both sides of the Rio Grande.

Pablo Risso, one of the foremost cattlemen south of the border, has accepted the appointment as judge of the Pan-American show. Mr. Risso is owner of a 10,000-acre ranch with 4,500 head of registered Herefords about a hundred miles south of Montevideo, Uruguay. He was judge of the Southwestern Exposition and Fat Stock Show at Fort Worth in 1940 and since that time has entertained a number of the Texas cattlemen on his estate. He is said to be one of the strictest and most impartial Hereford judges in the western world.

B. J. Baskin of Bryan has been named secretary of the show and Herb Hogan of Aledo, Parker County, will be superintendent of cattle.

Governor Coke R. Stevenson will come to Dallas to welcome the cattlemen of two continents at the opening of the show on Armistice Day. Downtown streets will be appropriately decorated with flags and bunting, and the flags of the Latin-American Republics will be flying.

A club house is being erected at the Texas State Fair Grounds where hospitality can be extended to the Latin-Amer-

ican visitors. All the ministers of agriculture of the Republics have been given personal invitations.

For general entertainment a rodeo will be held each evening during the nine-day exposition with the additional afternoon performances on both Sundays. Some of the finest rodeo talent in the country, now concluding an engagement at Madison Square Garden in New York, has been engaged.

A wide variety of entertainment is included on the rodeo program, with bronc busting, bulldogging, calf roping, wild steer riding and bare back riding. Wide open competition is expected to attract numerous amateurs and professionals to compete for purses which, with entry fees, will total more than \$10,000.

On the final night, November 19, competitions will be limited to Texas champions.

A unique and thrilling feature will be the bullfighting clowns who, because of their skill and the hazardous character of their acts, are the highest paid perform-

ers in the troupe.

The show will include 200 head of livestock.

"The people of Dallas are becoming aware of the tremendous importance of the livestock industry to this city," said Jack Frost, president of the Texas Hereford Association, "and we are grateful to the civic leaders who are giving us such whole-hearted co-operation in solving what seemed at first as impossible difficulties in putting on this show at the Fair Grounds."

The Texas Hereford Association, established in 1899, is the leading organization actively interested in the welfare of the Hereford industry. Headquarters for the association, Dallas is rapidly solidifying its position as the Hereford cattle capital of the state. Some of the finest Hereford cattle in the entire country are to be found on Dallas County ranches, and hundreds head more of the purebred cattle are grazing every day on ranches in other counties of Texas that are owned by Dallas citizens.

CHAMPIONS like this prize Hereford herd sire will be on display at the Greater Pan-American Hereford Exposition opening at Dallas on Armistice Day and running through November 19.



# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## The McCarran Report

**A**N interesting and significant report on the concentration of industry in the United States was released in October by the Senate Special Committee to Investigate Industrial Centralization. This committee, headed by Senator Pat McCarran of Nevada and manned by an



DALE MILLER

able staff, has devoted months of study to the effect on the national economy of the concentration of industry in one relatively small section of the country, and its findings are supported by factual statistics made available by experts in many Government agencies.

This report should prove of considerable interest to the people of Texas and particularly to Dallas, where a further expansion of industry and an increase in population will be accelerated if the recommendations of the McCarran Committee are followed. For quick and concise reference I have prepared the table accompanying this article, and the statistics used are taken verbatim from the report. It will be noted that the country eventually is divided by the Committee into four economic areas. Area A contains eleven Northern and Eastern States described by the Committee as "overpopulated and overdeveloped." Area B consists of ten States, five in the Middle West, two in the South, and three in the extreme Northeast, which the Committee refers to as enjoying "relatively balanced development." Area C encompasses ten Southern States described as "underdeveloped;" and Area D embraces seventeen Western States which the Committee finds are "underdeveloped and underpopulated." Texas is included in Area D, and there should be no argument with this classification, although the farm problems of Texas are more akin to those of the South than of the west.

It should not be necessary in this brief discussion to make more than passing reference to Area B, inasmuch as the committee finds its economy relatively balanced. It will be noted, for instance, that it comprises 15 per cent of the land area of the United States, contains 16 per cent of the total population, does 14 per cent of the manufacturing, and receives 14 per cent of the total national income. There is some question as to whether Louisiana should be placed in this group of States, but that is a minor objection.

Area C (the South) likewise need not be discussed at length, although it of course presents many problems. It has sufficient population, 20 per cent of the national total living in 15 per cent of the area, but it is significant that its manufacturing is only 10 per cent of the total and its income is only 11 per cent of the national income.

The real and disturbing contrast disclosed by the report is between Areas A and D, or, let us say, the East and the West. The report's disclosure that most of the population and wealth are concentrated in the East is of course not surprising, since this is a condition that has existed in greater or less degree for a hundred years; but the figures showing to what extent this condition exists cannot fail to awaken the interest of responsible people and to cause considerable concern.

These nine Eastern States contain only 9 per cent of the land area of the United States, yet their population is 43 per cent of the total, their manufacturing is 65 per cent of the total, and their income is 56 per cent of the total national income. The vast empire of the West, on the other hand, contains 61 per cent of the nation's land area, yet its population is only 21 per cent of the total, its manufacturing represents only 11 per cent of the total, and its income is only 19 per cent of the total national income.

In a nation so large in area, so energetic in its capitalistic economy, and so clearly capable of much greater development, it is scarcely less than astonishing

that this critical unbalance in the national economy is still permitted to exist. The East is crowded with 200 persons per square mile, while the West has only one-tenth that density of population, and this condition is no less indicative of the underpopulation and underdevelopment of the West than it is of the overpopulation and overdevelopment of the East.

What has been created, of course, is a system in which the South and West occupy a colonial status, with their natural wealth siphoned off by the financially entrenched and dominant East. The South and West together, for instance, produce 64 per cent of the nation's minerals, yet their manufacturing represents together only 21 per cent of the national total. The mineral production of the East, on the other hand, is only 26 per cent of the total, yet its manufacturing represents 65 per cent of the national total. The South and West are eight times the size of the East, but their combined population is still less than the population of the small Eastern states, and their combined total income is little more than half that of the East. In other words, the average person in the East receives nearly twice as much income as the average person in the West and South, despite the fact that the West and South are fabulously rich in natural resources and in opportunity for development.

The impact of the war has had a curious effect upon this situation, and in some respects it has momentarily promoted the decentralization of industry. During the four years from 1939 to 1943, for instance, the East's proportion of the national income declined from 56 to 51 per cent, while that of the South increased from 11 to 12 per cent and that of the West from 19 to 23 per cent. It is significant, however, that the war contracts placed in the West and South were largely for aircraft and shipbuilding (90 per cent of all contracts granted in the West fell into those categories), and such war enterprises are less permanent in character than the basic heavy industries in the East. In other words, a serious reconversion problem has been created unless these large aircraft and shipbuilding plants in the South and West can be converted to the type of basic industry now concentrated in the East. If reconversion policies do not cope intelligently with this problem, the end of the war may see a further recentralization of industry in the congested East, with many fine

(Continued on Page 28)

IT IS TIME TO *Change!*

# YOU NEED TURNER IN CONGRESS

**Y**ES, if you want to stay in business. If you want to work and earn, save and spend, plan and grow ... you need Turner in Congress!

● Whether you are *in* business ... working *for* business ... engaged in a profession or trade ... or merely consuming the products of industry ... you need Turner in Congress!

● Whether you are a factory worker, a business executive, a stockholder, a doctor or a lawyer, housewife or school teacher ... you need Turner in Congress!

● Because it is time to change, that's why ... time to change Congressmen from Dallas County ... time to change to a BETTER MAN for the tough job that lies ahead.

● Because Chas. D. Turner *IS* that *better man!* He has had 34 years of **EXPERIENCE** ... *living* experience in Dallas County.

● Because Chas. D. Turner carries NO "rubber stamp" of any MAN, or any PARTY in his pocket ... wears no "brass collar" around his political neck or on his private conscience!

● Because Chas. D. Turner is **FREE** to *work for*, to *fight for*, and to *vote for* his convictions in Congress!

● Because Chas. D. Turner *will* **VOTE FOR** his convictions in Congress ... not merely **TALK ABOUT THEM** in Dallas County!

● Because Chas. D. Turner **KNOWS** that through Congress, and through Congress alone, can we all regain our lost liberties.

● Because Chas. D. Turner **KNOWS** that Congress has permitted the New Deal to betray America; and that Hatton W. Sumners, his opponent, was a member of Congress all during the period of that betrayal!

● Because Chas. D. Turner owns his home **IN DALLAS COUNTY**. Has a family here. Is in business here. Knows the problems of living in Dallas Coun-

ty under the endless red tape of the New Deal Bureaucrats!

● Because Chas. D. Turner had nothing to do with packing the Supreme Court, as did his opponent, Hatton W. Sumners.

● Because Chas. D. Turner, while he did not plant, fertilize and cultivate Federal Bureaus, will use his utmost energies to destroy all useless ones, "lock, stock and barrel."



CHAS. D. TURNER

## Will You Be An Independent Citizen . . . Or A Political Puppet??

This election, November 7, *represents your hour of final decision!*

It may be your **LAST** opportunity to cast your ballot in a free election.

Will it be your **LOST** opportunity, or will you declare your independence, and

**VOTE FOR CHAS. D. TURNER FOR CONGRESS**

**Turn with the Tide to TURNER for Congress. Vote November 7**

This advertisement paid for by Turner-for-Congress Committee.



183  
TEXAS

# New Road To New Wealth

Third Major Trafficway Linking Dallas and Fort Worth  
Serves Important Agricultural and Livestock Area

**F**ORMAL opening last month of State Highway 183—modern, all-weather, crow-flight link between Dallas and Fort Worth—added another major artery to the network of highways serving Dallas and provided a new and needed trafficway for a territory of great agricultural and livestock value.

The flow of traffic along the two-lane roadway was officially started by a ribbon cutting ceremony sponsored by the Irving Chamber of Commerce, which brought together city, county and state officials and other civic leaders, for whom the highway opening was a gratifying climax of months of work to finish the paving of a ten-mile gap held up by War Production Board action.

Hosts at the ceremony, held at the intersection of Highway 183 and Belt Line Road, Irving citizens served "hot dogs" and cold drinks from the Irving Chamber of Commerce's refreshment truck. As master of ceremonies, David A. Lacy, president of the Irving Chamber, then presented several speakers who agreed that the new roadway is a project that will contribute much to the development of the northeast Texas area.

Designed as potentially the most important through-traffic route in Texas, Highway 183 will directly benefit a minimum of thirty-three counties in northeast Texas lying north and east of Dallas and Tarrant Counties. The wealthy region is principally an agricultural area of in excess of 15,590,000 acres, with a livestock population of in excess of 1,250,000 head. In addition to serving this territory, the highway is a logical route for livestock to move to market from a large section in southeastern Oklahoma as well as from the states of Arkansas and Louisiana.

Among the advantages of the new highway to Dallas are its benefits to the dairy industry. Highway 183 passes through a thickly settled sandy loam and blackland area engaged largely in the

production of dairy products. It is estimated that 75 per cent of the milk used by the city of Dallas is obtained west of the Trinity River, and a large portion of this area is served by the highway. Many individual and company operated dairy farms are located adjacent to the highway and along the connecting feeder road system.

A recent spot survey made under the supervision of R. H. Clinger, Dallas County engineer, and Robert W. Gibbons, Tarrant County engineer, to establish the importance of the dairying industry as related to State Highway 183 as a transportation outlet revealed that, of the thirty-six farmers contacted, twenty-two were dairy farmers with a monthly production of milk totaling 666.3 tons. It was found that the total number of trips made monthly to Dallas for marketing milk and purchasing cattle feed varied from forty to 125, depending on the requirements of the individual farm. Seventy-five per cent of all the farmers interviewed were engaged in the production or transportation of dairy products.

In addition to the amount of milk transported to market by the farm owners, several Dallas distributors operate regularly scheduled milk routes to pick up milk from a large number of farms. For example, Tennessee Dairies operate trucks out of Dallas, pick up milk from forty or more farms in the area and deliver it to the cooling plant at Euless, with tank trucks later hauling the milk to the concern's main plant at Dallas. More than 10,000 gallons of milk are produced weekly on the farms served by this one dairy. With the transportation of dairy products and the hauling of feed for the dairy herds being handled entirely by truck and automobile, completion of Highway 183 makes it possible for the dairymen who provide a large proportion of Dallas' milk supply to deliver their milk more easily and to haul in feed with less difficulty, for it affords this

traffic the only direct route to the markets at Dallas and Fort Worth.

Farming is also of major importance in the area served by the highway, with crops consisting primarily of various grains and vegetables. Just as it does for the dairying industry, Highway 183 affords the farmers the only direct transportation route to the granaries and wholesale markets at Fort Worth and Dallas.

A fact not generally known is that livestock population in east Texas is more dense, mile for mile, than in west Texas. Thus one of the biggest benefits of Highway 183 will come to the growing livestock industry of northeast Texas, of which Dallas and Fort Worth are the capitals. There was marketed on the Fort Worth market in 1943 a total of 4,445,092 head of livestock of all species, of which amount 3,200,304 head or approximately 72 per cent arrived at the market by motor truck.

By providing quicker accessibility to market, the highway will aid the growing cattle region it serves, for livestock is a highly perishable commodity which must reach its market quickly. Because it deteriorates very rapidly from the moment it is taken from the range or feed lot until it is slaughtered, it must be marketed with a minimum of handling. The quicker livestock can be sold after it is ready for market the greater the returns to the producer, and a delay of a few hours even can mean the difference between profit and loss.

State Highway 183, whose Dallas end begins at Tom Field Circle, the three-way confluence of U. S. 77 to Denton, Gainesville and Oklahoma, the Northwest Highway to Fort Worth via Grapevine and the new trafficway, has been designed to serve not only as a main arterial route for traffic between the metropolitan centers of Fort Worth and Dallas but also for the east-west transcontinental traffic.



PICTURED ARE SOME OF THE PERSONALITIES participating in the celebration, sponsored by Irving citizens, which officially opened Highway 183:

1. E. J. (Jack) Johnson, mayor of Irving, (left, foreground) and Louis Blaylock, treasurer of the Irving Chamber of Commerce, who was a member of the arrangements committee for the ceremony.

2. David A. Lacy, Jr., immediate past president of the Irving Chamber of Commerce, who served as master of ceremonies.

3. State Highway Commissioner Reuben Williams cut the ribbon to start officially the flow of traffic along the new roadway. Left to right are shown: W. P. Gandy, Irving civic leader, who was chairman of the arrangements committee; E. C. Woodward, Fort Worth district highway engineer; Mr. Williams; and T. E. Huffman, Dallas district highway engineer.

4. R. D. Suddarth (left), chairman of the highway committee of the Dallas Chamber of Commerce, and Ray B. Wadsworth, new president of the Irving Chamber of Commerce.

5. John J. Simmons (left) and T. M. Cullum, pioneer civic leaders of Dallas and veteran members of the highway committee of the Dallas Chamber of Commerce, who have long been active to give Dallas the finest network of highways possible.

6. Major General Richard Donovan, commanding officer of the Eight Service Command, who said the new trafficway would be of great service to the Army in moving men and supplies by truck.

7. Mayor J. Woodall Rodgers of Dallas and J. J. Hurley, director of projects for Fort Worth, who represented that city's mayor, exchanged good neighborly greetings across the ribbon stretched across the new link between Fort Worth and Dallas. Pictured left to right are: Mr. Hurley; Clarence Kraft, Tarrant County judge; Mayor Johnson of Irving; A. Templeton, Dallas County judge, and Mayor Rodgers.

8. Shown with Mr. Gandy, arrangements chairman (left), are four pioneer residents along the highway who have worked for year for the construction of a modern roadway serving that area. Left to right, they are Albert Farine, 76 years of age; Tom Haley, 72; C. G. Miller, 91, former mayor of Irving, and G. E. Milliken, 70.



Thomas K. Cone Photographs



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Located as an extension of highway loops around Dallas and Fort Worth, it is the primary unit in a highway facility designed to give through traffic a route avoiding the congested city areas while giving inter-city and local traffic direct access to any desired point within the two cities.

The present two-lane construction represents only half of what is planned. In consideration of the potential importance of this route, paving has been offset on the right-of-way to permit the addition of pavement lanes as traffic volume requires, with a strip to be landscaped in the middle, adding to the road's capacity, safety and convenience.

The new route brings Dallas and Fort Worth six minutes closer together, as revealed by official tests made by the State Highway Department under the direction of Dallas District Engineer T. E. Huffman. With all times gained by observing speed limits on the respective routes, the official runs gave the following results:

From the Baker and Adolphus Hotels, Dallas, to Texas Hotel, Fort Worth, via Highway 183, 35.7 miles, 47 minutes; via U. S. Highway 80, 31.6 miles, 53 minutes.

From traffic circle west of Fort Worth to junction Loop 12 (Buckner Boulevard) and U. S. Highway 80, via Highway 183, 51.2 miles, one hour; via U. S. 80, 46.5 miles, one hour and twenty-five minutes.

From Texarkana and intermediate points served by U. S. Highway 67 to the Fort Worth stockyards, the time saved via Highway 183 is about thirty-two minutes; the mileage is equal.

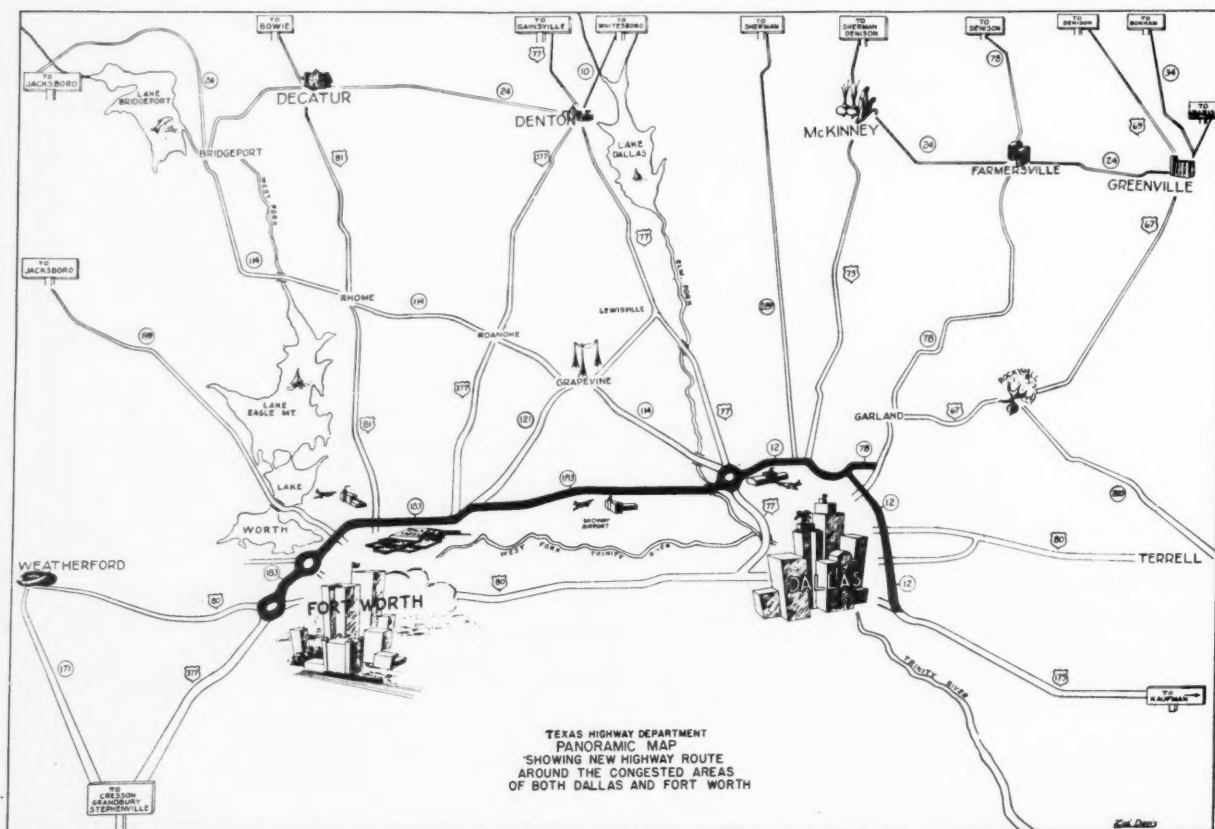
The formal program opening the highway was arranged under the direction of W. P. Gandy, chairman of Irving's celebration committee. The ribbon strung across the trafficway was cut by Highway Commissioner Reuben Williams, who said that had it not been for the assistance of civic leaders of both Tarrant and Dallas Counties the highway would not have been completed for the duration of the war. Others participating in the ceremonies included Major General Richard Donovan, commanding officer of the Eighth Service Command; J. Woodall Rodgers, mayor of Dallas; J. J. Hurley, who represented the mayor of Fort Worth; Dallas County Judge Al Templeton; Tarrant County Judge Clarence Kraft; J. Howard Payne, Dallas postmaster; R. D. Suddarth, chairman of the

highway committee of the Dallas Chamber of Commerce; T. E. Huffman, highway engineer for the Dallas district; E. C. Woodward, highway engineer for the Fort Worth district; and W. S. Whaley, chairman of the highway committee of the Fort Worth Chamber of Commerce.

Mayor Rodgers praised the spirit of co-operation that prevailed among Dallas, Fort Worth and Irving as city and county officials and Chamber of Commerce leaders joined hands in pushing the project when the War Production Board held up work on the final ten miles and caused a delay of nearly a year in the road's completion.

After the WPB had shelved the project as not being of military necessity, the Chamber of Commerce highway committees, aided by members of the Commissioners' Courts of Dallas and Tarrant Counties, State Highway Engineer DeWitt Greer, and District Engineers Huffman and Woodward, compiled information that proved the trafficway's value not only to the war effort but for civilian need. The result was a reversal of its earlier position by the WPB.

Total cost of the highway in Dallas and Tarrant Counties was approximately \$1,530,000.



# *What Has Happened* **in TEXAS under the** **ROOSEVELT ADMINISTRATION**

*Texas Industry Has Been Paid*  
**FIVE BILLION DOLLARS**

**FOR MANUFACTURING INSTALLATIONS, THE PRODUCTS  
 OF THE PLANTS, AND FOR ARMY AND NAVY PROJECTS**

## **Here is the Increase in Texas Bank Deposits During Past 10 Years**

### **TOTAL DEPOSITS — ALL TEXAS BANKS**

June 30, 1944 . . . . .	\$3,959,821,620 (Billions)
June 30, 1933 . . . . .	747,300,000
GAIN IN TEN YEARS . . . . .	<b>\$3,212,521,620</b> (Billions)

### **DALLAS BANKS ONLY**

June 30, 1944 . . . . .	\$700,715,000
June 30, 1933 . . . . .	134,928,000
GAIN IN TEN YEARS . . . . .	<b>\$565,787,000</b>

*(The above figures furnished by Federal Reserve Bank, Dallas)*

Long a leader in agriculture, live stock, petroleum and the development of other natural resources, Texas has now forged ahead to take an outstanding place among the manufacturing States of the Union.

TEXAS will continue to progress under the continued leadership of President Roosevelt and the Democratic Administration.

*Let's Keep Growing . . . Vote the Democratic Ticket Straight*

**ROOSEVELT-TRUMAN COMMITTEE OF DALLAS COUNTY**

# Baylor In Dallas Campaign Seeks \$2,400,000

City's Business and Professional People Are Asked to Join  
With Texas Baptists in Supplying Funds for Building Needs

**F**OR the first time in sixteen years, Baylor University in Dallas is asking the monetary support of the people of Greater Dallas to help meet an obligation of service to this community and its trade territory.

A fund of \$2,400,000 is now being sought — half from the business and professional people of Dallas and half from the Baptists of Texas — for erecting additional buildings to relieve a critical shortage of hospital beds and scientific teaching facilities.



PAUL CARRINGTON

If you or one of your family became ill tonight and your doctor advised immediate hospitalization, it is probable that you could not find a hospital bed in Dallas for your use, however much you offered to pay.

Overcrowded conditions are so acute that many patients have had to wait days for admittance and some have died before they could obtain hospital care. Baylor University Hospital is running seven to ten days behind in reservations and has a waiting list averaging 200 patients, although many private rooms designed for one bed have been transformed into five-bed wards, and all available space has been pressed into service to accommodate increasing needs. People from all parts of Texas and from as far as New Mexico, who are accustomed to come to Dallas and Baylor for hospital care, have had to be refused reservations.

The projected Truett Memorial Building will add 400 beds at Baylor, doubling the present capacity. This \$1,650,000 addition will give Dallas one of the most modern and complete institutions for care of the sick in the nation. It is the largest item in the campaign budget which will also provide a \$450,000 building for the Baylor College of Dentistry and a \$300,000 building for the University School of Nursing to raise it to the collegiate level of top-ranking nursing schools of the nation. The dentistry school

has been notified it will lose its A-1 rating unless facilities are expanded.

Necessity for providing additional hospital beds in Dallas rests upon two factors: The humanitarian service which a community owes to its people, and the commercial viewpoint of good business for a growing city.

The American Hospital Association and other authorities have set as a standard of adequacy a ratio of one bed for every 200 population. On this basis, Dallas today, with nearly 470,000 popula-

## By Paul Carrington

General Chairman, Baylor in Dallas  
Campaign

tion and only 1,499 general hospital beds, is short 851 beds to take care of the normal needs of the community. The 400 additional beds provided by the new building at Baylor plus the 100 new beds provided by the projected addition to St. Paul's Hospital will still leave the community below the optimum requirements but will go far toward solving the present critical shortage.

Some may argue that Dallas' population may decline after the war and such expansion will prove later to have been unnecessary. They need only be reminded that in 1929 the average hospital admittance was one out of every fourteen people annually, while now the rate is one out of every ten, and still rising. Group hospitalization, the extension of life expectancy and advancement of medical science have educated the public to what hospitals have to offer. They now want and have the right to demand more hospitalization in time of sickness, and the providing of adequate facilities is a community obligation.

From the business standpoint, Baylor in Dallas is an asset to the community. The hospital and University School of Nursing spent \$1,175,558 here last year. The College of Dentistry spends approximately \$150,000 a year here, and the two schools attract students and visitors

from many states who spend considerable sums individually. The dental college reflects credit to Dallas as the only such school in the State except the University of Texas College of Dentistry at Houston, and it is the only non-tax-supported dental school between New Orleans and San Francisco, south of St. Louis. Its value to the community is revealed by the fact that other Texas cities have made gestures to attract the school. The University School of Nursing is one of only two in Texas which approach collegiate rank and is not to be confused with what is generally known as a "hospital training school for nurses." The proposed new building for this school will house a full educational program on the college level, leading to the degree of Bachelor of Science in Nursing.

Despite a charity service of over \$100,000 a year, plus vast service at below-cost to patients unable to pay full rate, the non-profit hospital is self-supporting, as are the two schools. Only at a time of capital expansion is a call upon the public necessitated.

All money raised in the current campaign will be used solely for the Dallas institutions of Baylor, and the Dallas board of trustees will exercise complete autonomy. Not one penny of debt will be placed on these buildings, and construction will not begin until sufficient funds are in hand. Because of the acute need, the War Production Board has agreed priorities will be given for critical materials.

The campaign is being conducted through thirteen major sections, with solicitation on the executive and company level. Small salaried employees will not be solicited generally, although some firms are giving their employees the opportunity to contribute. It is the consensus of Dallas' business leadership that the obligation to make adequate hospital facilities available to the community rests upon those in the higher income brackets. We who are able to give in this campaign are able to pay our own way as patients when we are ill and go to the hospital, but unless we have helped by our gifts to

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build and equip a hospital which we use, we have not paid our way as citizens.

Many individuals, families and firms making gifts of \$1,200 or more to the campaign are designating their contributions as memorials to themselves or to a loved one by underwriting a specific unit of the building. Such units will bear a plaque giving the name of the person so memorialized. Anyone wishing to make such memorial gifts may see floor plans of the buildings to choose a unit to be underwritten in this manner.

In addition to the unit plaques, a "grand plaque" in the lobby of each building will bear the names of all donors of sums over \$1,200.

Co-chairmen of the central campaign committee are Eugene McElvaney and G. H. Penland. Leaders of the business and professional sections are: Retail, E. P. Simmons, Holmes Green and Charles

(Continued on Page 22)

THREE NEW BUILDINGS, pictured in reproduced architect's drawings, are projected for Baylor University in Dallas to help relieve the critical shortage of hospital needs and to raise professional teaching standards as an asset to the community. The 15-story George W. Truett Memorial Building, which will double the present capacity of Baylor University Hospital, is shown at top. At center is pictured the proposed new building for the Baylor University School of Nursing and at bottom the proposed new building for the Baylor College of Dentistry. Arthur E. Thomas, Baylor University architect, will be assisted by a nationally known functional consultant who will be brought to Dallas to advise with the university's board of trustees.





## It Takes Jill-of-All-Trades to Keep Switchboard Of Chamber of Commerce Going Without a Hitch

**A**LTHOUGH Mrs. Juanita Edwards Reid will grin with self-abnegation and modestly discount her public service role, the truth is that she is the fountain-head of much of the information that guides Dallas in its daily activity.

Inquiring Dallasites probably know Riverside 8451 best among the city's telephone numbers, to judge from the hundreds of questions that are daily dialed into the switchboard of the Dallas Chamber of Commerce, where Mrs. Reid is chief operator.

Ranging from inquiries about where to park baby while mother is at work on a war job to requests for highway mileage and population figures, calls for information bulk large among the upwards of 1,000, both incoming and outgoing, which Mrs. Reid handles for all departments during a normal day's operations.

You could sit at a telephone and talk without interruption for sixty-six days before you would use up all the time which Mrs. Reid has spent in merely saying "Chamber of Commerce" or "operator" during the period of her service, which began July 6, 1931. She estimates that during these thirteen years she has handled a grand total of more than 3,000,000 calls.

Well known as the "voice of the Chamber of Commerce" to thousands of Dallas citizens who have never met her, Mrs. Reid has found that it helps materially in her capacity to be a Jill of all trades, for she undertakes to answer many requests for information herself without relaying the requests to other departments. This saves time not only for other members of the staff but for the inquirer as well.

By telephone she has helped many a housewife with her jelly making, has set-

tled numerous mileage and football bets, recited volumes of historical data about Dallas and once sent fire trucks speeding to a blazing house in south Dallas when an excited owner called the Chamber of Commerce instead of the fire department for help.

In order to be ready with the answers for the daily barrage of questions, Mrs. Reid keeps at her finger tips a voluminous amount of facts and figures in the form of all sorts of directories, memoranda on meetings, lists of current and future events and the like. She must also keep posted regarding the functions and personnel of the various Chamber of Commerce departments in order to be able to refer calls to the proper department with a minimum of delay. Many of the informational calls are, of course, of a nature that requires that they be routed to a particular department for answering, and many others in search of special or detailed information must be relayed to the Chamber's information department where facilities are more extensive for giving the inquirer the desired assistance.

Special events such as the circus coming to town always send the number of calls to the Chamber of Commerce switchboard zooming up. Callers want to know when performances start, the cost of tickets, where they may be purchased, how to go to the circus grounds. Another role Mrs. Reid is called upon to assume is that of shopper's guide, for a type of inquiry that is frequent is where to buy this or that article. She also is continually serving as an auxiliary, though unofficial, information operator for the telephone company, for calls to the Chamber of Commerce for telephone numbers of

various concerns and individuals are frequent.

While Mrs. Reid's batting average is commendably high in giving inquirers the information they desire, she admits that there are a few perennial questions that always stump her. One is the puzzler that comes from the caller when he is advised by Mrs. Reid that the person he wishes to talk to is busy on another line: "Well, can you tell me how long he's gonna talk?" Then there is the query that bobs up at least once every month or so: "Somebody called me from the Chamber of Commerce about three weeks ago. Will you tell me who it was?"

Mrs. Reid's years of operating the Chamber of Commerce switchboard have intensified her awareness that there are both good and bad telephone manners, and that the former will pay big dividends in saving precious time, so vital in these war days of overloaded communication facilities. She has come to know "Big Chief Cigar-in-the-Face," who talks through whatever he is smoking or eating; "Mr. Faraway," who is afraid his telephone mouthpiece will bite him; "Miss Weary," the girl with the one-note voice; "Myla Minit," who bundles her words together and sends them out rapidly in unintelligible mouthfuls; and "Mr. Roaring Randolph," who shouts and really does not need a telephone at all.

To those who would make their telephoning more pleasant and more efficient, Mrs. Reid offers these tips:

"The telephone user should identify himself correctly, both in calling and answering," she points out. "He should answer properly and promptly. End calls only after everything pertinent has been understood by both parties talking. Co-

KEEPING THE FLOW of calls into the Dallas Chamber of Commerce switchboard moving without delay is no small job, but Mrs. Juanita Reid still finds time to lend a helping hand to other departments with their typing.

operate by routing calls to other offices if the caller has telephoned the wrong number or been connected with the wrong station through error. For some calls it will be desirable to prepare properly by making notes and accumulating all material that might be needed for reference during the conversation."

She is convinced that saving minutes along the telephone front is as vital to speeding the prosecution of the war as many other efforts.

When Mrs. Reid joined the Chamber of Commerce organization, telephone calls were coming in to a single board over six trunk lines. Traffic has since increased in keeping with the enlarged scope of the Chamber's activities to a point where Mrs. Reid now operates a double board containing ten trunk lines which serve some forty-two stations. Before becoming an employee of the Chamber, she was a stenographer for four years with the Graham Paper Company, and keeping a typewriter handy to her switchboard continues to do as much typing for various departments as time permits. During the war she has been a helpful volunteer typist for Selective Service Board No. 8, whose offices are adjacent to the Chamber of Commerce switchboard.

A native of Rockwall, Texas, Mrs. Reid attended elementary and high school there before enrolling at Tyler Commercial College. She became a resident of Dallas in 1927 following her marriage to C. N. Reid.

Though war has brought a heavier telephone traffic load over her switchboard and many times she handles a half a dozen or more calls simultaneously, Mrs. Reid continues in war-time to be her hospitable self, and the dialing of R-8451 will always yield a friendly "Chamber of Commerce."

### Dallas Designated Center For Meat Freezer Storage

Dallas has been designated as one of the twenty leading poultry and packing centers in the nation to reserve freezer space for storage of meats and poultry for the Armed Forces, it has been announced by the War Foods Administration.



## Department of Commerce Offers Aids For Traders "South of the Border"

Prospective foreign traders who are currently exploring the potentialities of post-war markets "south of the border" as well as business men already set to expand internationally when peace returns will find available numerous international trade aids in the Dallas office of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

Located in the Chamber of Commerce Building, the office is under the direction of Carl F. Bartz, regional manager, who points out that businessmen need not always go to Washington for personal service, for many trade problems can be resolved in the Dallas and other field offices.

Among the most recent aids made

available to business men who are investigating the prospects for the sale of their goods abroad is a booklet entitled "Guides for the New and Prospective Foreign Trader." The bulletin deals both with import and export trade, and, while not offered as a comprehensive handbook, is designed to be helpful in identifying some of the problems and techniques of foreign trade as well as suggest reliable sources of specific information and advice.

Other spot services available in the Dallas office include the foreign commerce news letter, exporters and importers index, advice on trade controls, commercial intelligence service, customs and tariff information and library service.

# ALL FAITHS TO JOIN IN DALLAS THANKSGIVING DAY SERVICE

By Carolyn Pryor

**M**EMBERS of the Protestant, Catholic and Jewish faiths in Dallas will observe Thanksgiving Day together for the third consecutive year when they gather at the Palace Theater at 10:30 a.m. Thursday, November 23, to participate in a program planned and sponsored by clergymen, business men, civic and educational leaders of the city.

Three Dallas clergymen—Dr. William M. Elliott, Jr., pastor of the Highland Park Presbyterian Church; the Very Reverend John Gulczynski, chancellor of the Diocese of Dallas Catholic Churches; and Dr. David Lefkowitz, rabbi of Temple Emanu-El—will discuss the theme of Thanksgiving.

With Dr. Jasper Manton, pastor of the Trinity Presbyterian Church, as general chairman, leaders of more than 30 organized groups have volunteered to cooperate in making the third annual Thanksgiving Day program a memorable one, a time when all faiths may pause in humble gratitude for the blessings that are enjoyed by every citizen of our free land, for the success of our Armed Forces and for the material blessings that are so abundantly bestowed upon Texas.

Fred G. Lewis, chief warrant officer, chaplains' branch, Eighth Service Command, will be in charge of the musical program and will direct an all-church

choir. He will be assisted by Mrs. Frank H. Frye, president of the Dallas Federation of Music Clubs, and Miss Marian Flagg, supervisor of music in the Dallas public schools.

Each year the Dallas Thanksgiving

committee has expressed the hope that the community observance may become a Dallas tradition.

The Dallas Round Table of the National Conference of Christians and Jews is serving as the co-ordinating agency for the many organizations and individuals comprising the sponsoring committee. Co-chairmen of the Dallas Round Table are Harry C. Withers, George A. Nicoud and Ernest G. Wadel. Hastings Harrison is the southwestern director of the National Conference of Christians and Jews.

Dr. Elliott, who recently assumed the pastorate of the Highland Park Presbyterian Church, served as pastor of the Fifth Avenue Presbyterian Church in Knoxville, Tenn., and the Druid Hills Presbyterian Church in Atlanta, Ga., before coming to Dallas. The son of a Presbyterian minister, he was born in Indiana and reared in Texas and New Mexico. He received his Bachelor of Arts degree from Park College, Parkville, Mo., his Bachelor of Divinity degree from the Presbyterian Theological Seminary, Louisville, Ky., his Doctor of Philosophy degree from the University of Edinburgh, Scotland, and in 1937 was awarded the honorary degree of Doctor of Divinity by Davidson College in North Carolina. He was ordained in 1930.

A native of Wilmington, Del., Father Gulczynski came to Texas to study the-



DR. JASPER MANTON

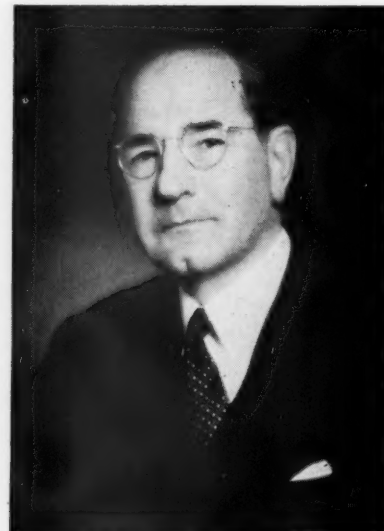
Day celebration, jointly shared by members of the Protestant, Catholic and Jewish faiths, has been the city-wide expression of the goodwill and co-operative spirit that characterizes the citizenship of this progressive city. The planning com-



THE VERY REVEREND JOHN GULCZYNSKI



DR. WILLIAM M. ELLIOTT, JR.



DR. DAVID LEFKOWITZ

ology at St. Mary's Seminary, San Antonio, and in 1936 was ordained to the priesthood at the Cathedral of the Sacred Heart by the Most. Rev. Joseph P. Lynch, D.D.L.L.D., bishop of Dallas. He received his degree of Doctor of Canon Law from the Catholic University of America, Washington, D. C., and was appointed chancellor for the Diocese of Dallas in 1942.

Most of the ministry of Dr. Lefkowitz, who recently celebrated his twenty-fifth anniversary as a rabbi at Temple Emanuel, has been in Dallas, he having held only one other pulpit, Dayton, Ohio, prior to coming to this city in 1920. He has been president of the General Conference of American Rabbis, president of the alumni of Hebrew Union College, vice president of World Union for Progressive Judaism and is the founder of the Southwestern Board of the Jewish Chautauqua.

### Southwest Small Business Subject of New Report

A report entitled "Small Business in the Southwest Prepares for the Future," completed by Dr. F. A. Buechel, economic analyst, Bureau of Business Research, University of Texas, and acting regional business consultant of the United States Department of Commerce in the Southwest region, has been released by Carl F. Bartz, regional manager at Dallas for the Department of Commerce.

The report points out that small business constitutes a relatively larger percentage of the total business in the Southwest than in most other sections of the country. Such subjects as relationships between small and large business, Southwest chemical industries' place in the post-war picture, assistance being rendered small business in the Southwest by Chambers of Commerce, the Committee for Economic Development and the American Association of Small Business and clarification of Government policy regarding disposal of that part of the surplus war property which will directly affect the interests of small business are covered in the report.

#### CARL B. McKINNEY

Dentist

HOURS: 8:00 A. M. to 5:00 P. M.

Closed on Sunday

Location over Palace Theatre

1621 1/2 Elm

C-6327

## New Love Field Commander



Lt. Col. Albert E. Higgins, new commanding officer of the Fifth Ferrying Group, Dallas division base of the Air Transport Command, Love Field, is shown at the right above with Brig. Gen. Bob E. Nowland, commanding general of the Ferrying Division, when General Nowland recently visited Dallas. An officer of World War I and an experienced pilot, Colonel Higgins has been transferred to Love Field from Palm Springs, Calif., where he served as commanding officer of the Sixth Ferrying Group. At Dallas he has succeeded Lt. Col. Russell W. Munson, who has been assigned to overseas duty.



### Box Pop:

Sergeant (speaking to raw recruit trying to drill): "What was your occupation before entering the Army?"

Rookie: "Traveling salesman, sir."

Sergeant: "Stick around; you'll get plenty of orders here."

**Gaylord Container Corporation**

Dallas, Texas

# Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park and do not include such towns as Grand Prairie (site of the North American airplane manufacturing plants and the Naval Air Station), Garland (site of Continental Motors Corporation and Southern Aircraft Corporation), Cockrell Hill, Pleasant Mound and other Dallas County communities.

## Population

Greater Dallas (Estimate based on increase in utility meters) 450,000

Dallas County (Estimate based on projection of Greater Dallas' growth) 500,000

## School Enrollment

1935	54,367	1940	53,701
1936	54,466	1941	53,253
1937	54,529	1942	53,553
1938	53,959	1943	54,413
1939	54,313		

## Bank Debits

	1943	1944
January	\$ 421,032,047	\$ 501,569,000
February	378,936,000	546,209,000
March	466,029,000	517,331,000
April	480,428,000	509,363,000
May	427,725,000	511,070,000
June	447,316,000	582,166,000
July	446,883,000	514,319,000
August	434,548,000	503,415,000
September	550,366,000	549,630,000
October	486,385,000	
November	478,815,000	
December	570,528,000	

Total \$5,602,217,000

## Bank Clearings

	1943	1944
January	\$ 410,975,976	\$ 482,244,059
February	362,696,361	461,945,682
March	458,545,832	507,455,896
April	453,134,669	464,688,333
May	421,752,649	466,689,863
June	452,083,211	515,499,330
July	439,863,099	491,072,596
August	423,923,356	469,619,373
September	506,512,325	507,865,355
October	480,177,870	
November	473,292,356	
December	494,957,110	

Total \$5,377,914,815

## Postal Receipts

	1943	1944
January	\$ 420,690	\$ 492,763
February	447,624	501,186
March	485,740	525,096
April	459,682	524,891
May	436,951	549,032
June	445,731	540,123
July	442,686	529,162
August	453,858	547,917
September	502,831	579,075
October	512,785	
November	504,883	
December	634,476	

Total \$5,746,272

## Building Permits (Greater Dallas)

	1943	1944
January	\$ 160,391	\$1,367,372
February	149,604	312,729
March	135,896	433,797
April	140,637	708,293
May	216,349	1,490,192
June	277,761	641,018
July	634,918	465,131
August	755,350	323,110
September	359,791	251,909
October	1,161,384	
November	966,624	
December	576,164	

Total \$5,534,869

## Water Connections

	1943	1944
January	85,702	86,859
February	85,979	87,049
March	85,890	87,183
April	85,920	87,520
May	86,016	87,799
June	86,140	88,163
July	86,140	88,482
August	86,146	88,717
September	86,221	88,540
October	86,343	
November	86,480	
December	86,592	

## Telephone Connections

	1943	1944
January	117,844	122,883
February	119,012	123,084
March	120,085	123,430
April	121,218	123,543
May	121,848	123,377
June	121,555	123,086
July	121,446	123,256
August	121,714	123,302
September	122,226	123,872
October	122,798	
November	122,935	
December	122,970	

## Gas Connections

	1943	1944
January	94,278	96,220
February	94,397	96,438
March	94,517	96,568
April	94,606	96,869
May	94,765	97,174
June	94,832	97,425
July	94,848	97,462
August	94,910	97,525
September	95,091	97,633
October	95,397	
November	95,779	
December	95,997	

## Electric Meters

	1943	1944
January	99,615	102,332
February	99,770	102,599
March	99,887	102,943
April	100,085	103,273
May	100,343	103,640
June	100,502	103,976
July	100,681	104,204
August	100,867	104,478
September	101,111	104,677
October	101,435	
November	101,769	
December	102,120	

## War Bonds

	1943	1944
January	\$ 3,453,268.75	\$ 72,912,806.50
February	2,536,137.50	2,979,333.25
March	3,548,035.50	3,761,463.25
April	9,031,034.00	3,224,320.25
May	4,272,300.00	
June	2,962,831.25	
July	3,673,973.50	\$99,339,554.50
August	2,792,742.15	2,652,243.50
September	*35,051,712.00	3,300,660.25
October	†1,440,658.00	
November	2,877,005.75	
December	3,450,464.25	

Total \$75,090,163.65

\*For period, September 1 through October 16 (Third War Loan Drive). †For period, October 17 through October 31. ‡For period, January 1 through February 29 (Fourth War Loan Drive). §For period, June 1 through July 31 (Fifth War Loan Drive).

# Another First FOR DALLAS



CAMPAIGN CHIEF for the Dallas County War Chest drive which went over the top by a wide margin, R. G. McCord climbed atop a ladder, dressed in painter's clothes, to announce the final total to workers on a giant billboard. A moment later he was receiving the congratulations of fellow War Chest leaders. Pictured from left to right are D. A. Hulcy, War Chest vice president; Mr. McCord; Nathan Adams, chairman of the executive council; Julius Schepps, vice chairman of the special gifts section; and Austin F. Allen, chairman of the industrial division.

**D**ALLAS has achieved another first. Under the leadership of R. G. McCord, campaign chairman, Dallas' great-hearted citizens far exceeded their War Chest goal in October to give Dallas the honor of being the first metropolitan city in America to reach its quota.

A giant billboard erected in the Crystal Ballroom of the Baker Hotel, where volunteer workers gathered to make their final report, flashed the total that filled the War Chest of Dallas County to overflowing—a \$1,749,790 gift from the heart of its people to "Our Armed Forces, Our Allies, Our Own." This was substantially above the \$1,555,000 goal.

Telegraphed Robert H. Stroud, vice chairman of the National War Fund, whose 21 agencies share in the War Chest funds: "A magnificent accomplishment, which will bolster morale and provide incentive for other cities still working on campaigns. Unparalleled direction, leadership, workers and civic spirit of citizens of Dallas set pace for the rest of the country."

A congratulatory telegram from Ralph Blanchard, executive vice president of the National Community Chests and Councils, read: "Your victory luncheon today

concluded the first campaign over a million dollars on record in America and will constitute a wonderful record for Dallas."

Division leaders for the campaign were Nathan Adams, big gifts; R. L. Thornton, special gifts; and Fred F. Florence, employee gifts. Leslie Jacobs and Eugene McElvaney were vice chairmen for the big gifts section. Julius Schepps and Milton Brown were vice chairmen for the special gifts division. In the employee gifts section, E. P. Simmons headed the commercial division and Austin F. Allen directed the industrial division.

Volk Brothers Company was announced as the winner of the first prize in the War Chest window display contest. The Dallas Power and Light Company won second award, and Sanger Brothers,

third prize. Honorable mention was given W. A. Green Company and E. M. Kahn and Company.

## 16 Ways

in which you can protect your estate against needless dissipation.

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... R-9861



### R. BARNEY SHIELDS

Manager, Dallas Agency  
Great National Life Insurance Company

Store Interiors and  
Fixtures, Designed by  
Sales Engineers. AT YOUR  
SERVICE. NO OBLIGATION

**Adleta** SHOW CASE &  
FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS

## Dallas Navy League Council Being Formed

With keeping the Naval Air Station at Dallas after the war as one of their primary objectives, Dallas business and civic leaders are progressing with plans for organizing a Dallas Council of the National Navy League of the United States.

The Navy League was organized in 1902 as a non-partisan group to promote naval preparedness as related to national security. It is not a relief or welfare organization and has no connection with business or political organizations.

The organization committee of the League in Dallas comprises James M. Moroney, Tom Gooch, Jack Garrett, D. A. Little, Ira McColister, D. A. Hulcy, E. P. Simmons, Austin F. Allen, Fred F. Florence, Karl Hoblitzelle, T. E. Jackson, Vernon E. Singleton, Arthur Curnburn, John J. Kettle, Hugo W. Schoellkoff, R. L. Thomas, Warren Andrews, J. B. Adoue, Jr., B. F. McLain, F. O. Burns, Rosser J. Coke and Weaver E. Holland, chairman of the military affairs committee of the Dallas Chamber of Commerce.

## Dallas Home Builders Get Charter



The newly formed Home Builders' Association of Dallas formally received its charter from the National Home Builders' Association at a luncheon of directors October 10 at the Young Men's Christian Association which preceded a general membership meeting in the Dallas Power and Light Company auditorium.

Robert E. Adams, director of the national organization, (left) is pictured as he presented the framed certificate to Hugh E. Prather, president of the Dallas association, (center) as Grover A. Godfrey, executive secretary of the Dallas home builders, looked on.

Mr. Adams, a Tulsa, Okla., builder and real estate developer, forecast an increase rather than a decline in real estate values after the war.

"It will take builders at least five years to meet the demand for homes in the \$4,000 to \$10,000 price class, and prices on residential property which reached an all-time high in 1925 will remain high for ten to fifteen years," he predicted.

In contrasting September prices of this year with the 1925 high point, he said that real estate values reached 40.9 per cent above normal as compared with 41 per cent in 1925.

"Sound economy after the war demands full employment, high wages, a high national income and high real estate values," he said.

S. M. Leftwich has been elected a vice president and member of the board of directors of the Dr. Pepper Company and has resigned from the law firm of Bromberg, Leftwich, Gowan and Schmucker to become full-time attorney for the company.

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All complete  
for as low  
as . . . . . **\$6<sup>95</sup>**

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OPTICAL CO.**

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Certificates Issued  
\$100 to \$5,000**

Insured by Federal Savings and Loan  
Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING  
& LOAN ASSOCIATION**

1400 MAIN STREET

R-5103

# Jack Saunders Named Manager Of Membership Department

Appointment of J. E. (Jack) Saunders, former personnel executive at North American Aviation, Inc., as manager of the membership service department and director of public relations of the Dallas Chamber of Commerce has been announced by J. Ben Critz, vice president and general manager.

Mr. Saunders succeeds M. E. (Mark) Hannon, who was recently advanced to manager of the Chamber's manufacturers' and wholesalers' department.

A native of Dallas, Mr. Saunders was graduated from Forest Avenue High School and attended Texas A. & M. College before beginning his business career in 1931 as a member of the editorial staff of the old Dallas Dispatch, which he served for two years first as reporter and later as business editor. He next was account representative for two years with the advertising agency of Tracy-Locke Company and then went with the Southwestern Bell Telephone Company for three and one-half years of service in the general advertising department at St. Louis and one and a half years in the company's directory advertising department in Dallas.

He became associated with North American Aviation in July, 1941, serving



J. E. (Jack) SAUNDERS

first in the public relations department. He later was head of the company's liaison and communications division for a year before becoming director of personnel in the engineering department, a post he resigned to join the staff of the Dallas Chamber of Commerce.

## Marine Recruiting Chief Is Guadalcanal Veteran

New officer in charge of the United States Marine Corps recruiting for the Dallas district is Major Louis G. Monville, veteran of the Guadalcanal and Tulagi campaigns and a member of the First Marine Raider Battalion, who received a bomb injury at Guadalcanal.

Major Monville is successor to Capt. Andrew R. Davis, who has been transferred to the Macon, Ga., Marine Corps recruiting office. The new Dallas recruiting officer, a native of Philadelphia, participated in the first landing assault on Tulagi, serving there until the major resistance was over, when he moved to Guadalcanal. He was evacuated on September 15 for hospitalization in the United States until March.

TELEPHONE L-1141

*Photographs*

THOMAS K. CONE, JR.

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Dallas

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CONSULTING ENGINEERS

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Phone C-4200

Dallas

## Oak Cliff Bank Plans Enlargement of Building

A \$20,000 expansion project for the Oak Cliff Bank and Trust Company, scheduled to start as soon as possession of new property can be gained early in 1945, has been announced by R. D. Sudarth, president.

The newly acquired one-story building will add 30 feet and give the bank a frontage of 90 feet at Jefferson and Madison, and is in addition to the bank's recent acquisition of a 50 by 150-foot lot in the rear of the building, which has been hard-surfaced and made into a parking lot for bank patrons.

Announcement has been made of the transfer of **Albert R. Zelt**, ranking vice president of the Oil Well Supply Company, from Oil City, Pa., to Dallas. **Ralph W. Rager** has been named comptroller, and **Byron Hinderer** has been appointed assistant comptroller.

## GEORGE W. CULLER & ASSOCIATES

*Accountants*

Specialists on Contract Termination,

Income Tax and other Government

and General Accounting Problems.

LIBERTY BANK BUILDING

DALLAS 1, TEXAS

## Baylor Campaign

(Continued from Page 13)

B. Roberts; wholesale, A. H. Bailey, Lester P. Lorch, James M. Penland and George F. Pierce; manufacturers, Lawrence S. Pollock; oil, Nathan Adams, Eugene McElvaney, Frank I. Brinegar, John G. Pew and Ray E. Hubbard; insurance, Robert L. Thornton, William C. McCord and Theodore P. Beasley; finance and utilities, Fred F. Florence, John W. Carpenter and D. A. Hulcy; special gifts, W. R. Burns, A. C. Bigger and John H. Henry; general firms, Roscoe L. Thomas, George L. MacGregor, Ben Wooten and James R. Temple; medical, Dr. D. W. Carter, Jr., Dr. Curtice Rosser and Dr. A. I. Folsom; dentists, Dr. A. L. Nygard; attorneys, Roy C. Coffee; nurses, Mrs. A. E. Longhenry and Miss Jewel Durham; women, Mrs. John G. Moore, Mrs. J. R. Chilcoat and Mrs. Paul Penland.

Members of the board of trustees of Baylor in Dallas are Charles R. Moore, chairman; Everett G. Brown, secretary; Dr. Wallace Bassett, Charles B. Roberts, J. M. Higginbotham, Jr., Dr. W. Marshall Craig and G. H. Penland. Lawrence Payne is administrator of the hospital and treasurer of Baylor University in Dallas.

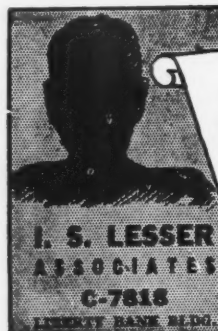
**Thomas E. Cook**, who has been manager of the Dallas office of Florence Stove Company, Gardner, Mass., has been advanced to manager of the new Southwest division comprising the states of Texas, Louisiana, Arkansas and Oklahoma, with headquarters at 301 North Market.

### PHOTOSTAT PRINTS

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ASSOCIATES  
C-7818

LOBBY BANK BLDG.

## New Chamber Agricultural Committee Headed by Victor H. Schoffelmayer

Under the chairmanship of Victor H. Schoffelmayer, agricultural and science editor of the Dallas Morning News, the newly created agricultural and livestock committee of the Dallas Chamber of Commerce held its organization meeting in October and accepted the responsibility of serving as a co-ordinating agency



VICTOR H. SCHOFFELMAYER

in dealing with the problems of farmers and stockmen in the Dallas area.

Committee personnel named by President B. F. McLain to work with Chairman Schoffelmayer assured a strong group for giving Chamber of Commerce support to greater development of agriculture and the livestock industry. The chairmen of two subcommittees were named at the initial meeting and heads of other subgroups will be appointed

later. Dr. C. L. Lundell, director of the Institute of Technology and Plant Industry at Southern Methodist University, heads a subcommittee to further blackland crop research. County Agent A. B. Jolley is chairman of a subgroup dealing with current farm operational problems.

Other subcommittees will be set up to deal with soil conservation and reclamation, grain, livestock, agricultural legislation and publicity.

First action of the committee was its decision to give full support to the Texas Hereford Association in connection with the latter's sponsorship of the Greater Pan-American Hereford Exposition November 11 to 19 at Fair Park in Dallas.

Chairman Schoffelmayer announced that it is the consensus of the committee that it can serve best by co-operating with existing agencies dealing with agricultural and livestock matters in the Dallas area and functioning as a clearinghouse for discussion of timely and basic problems affecting the interests of both the city of Dallas and its rural hinterland. He said that subjects to be taken up by the committee will include plans for a municipal forest, quick-freezing units, soil erosion, increase in dairy farming, better seed, dehydration, feed mills, canning plants and other small blackland industries.

In addition to General Chairman Schoffelmayer and subcommittee Chairmen Lundell and Jolley, personnel of the agricultural and livestock committee includes Wiley Akins, Burrus Feed Mills; Eugene Butler, editor of "Progressive Farmer"; E. D. Balcom, president of the Dallas Agricultural Club; Ben E. Cabell, Jr., Cabell's Ice Cream and Dairy Shops; John W. Carpenter, Texas Power and Light Company; J. J. Foley, International Harvester Company; R. B. George, R. B. George Equipment Company; Lee Hainline, Farm and Ranch Publishing Company; E. C. English, John Deere Plow Company; Mrs. Gussie Holland Lancaster, Farm and Ranch Publishing Company; George B. Latham, secretary

### GRAYSON GILL

Architect and Engineer

306 Great National Life Building

of the Dallas Agricultural Club; W. P. Luse, Dallas oil man and stockman; David Metzger, Metzger Dairies; John Rowland, county commissioner; John E. Owens, Republic National Bank; J. D. Walton, Dallas city market supervisor; A. L. Ward, National Cottonseed Products Association; and Z. E. Black of the staff of the Dallas Chamber of Commerce who will serve as committee secretary.

**Dr. W. A. Criswell**, formerly pastor of the First Baptist Church at Muskogee, Okla., has accepted a call to the pastorate of the First Baptist Church of Dallas, succeeding the late Dr. George W. Truett.

Following fifteen years of service with the Federal Bureau of Investigation, eight in the Dallas office as special agent, **Dwight L. McCormack** has resigned as FBI agent to enter the private practice of law.

New commanding officer of the Dallas Navy recruiting office is **Lt. Comdr. Dan Henry**, formerly at Columbia, S. C., who succeeds **Lt. Comdr. L. H. Ridout, Jr.**, transferred to San Francisco.



**James C. Dycus** has been advanced from cashier to vice president of the Oak Cliff Bank and Trust Company. **Sam M. Batchelor** has been elevated from auditor to cashier, and **Oliver Burk** has been moved up from assistant auditor to auditor.

**O. M. Stubblefield** of Dallas has been elected secretary of the Texas Civil Judicial Council.



## Wholesale Merchants Building

the pivotal point of the Dallas Wholesale Market . . . Space available in 300 to 2,000 square foot units at very moderate rentals.

912 COMMERCE STREET  
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# Moving PEOPLE in Dynamic Dallas

Today, and tomorrow . . . in war and in peace, the moving of people is, and will be a primary factor in the life and affairs of dynamic Dallas.

In fact *people moving* is what makes Dallas dynamic. Therefore, that agency which *moves* the people is vitally important. This Company moves, or transports people to and from their work, to and from shopping, to and from all manner of

activities . . . night and day . . . from home to factory and office, to stores and shops, to recreation centers, and to church.

Your transportation needs in Dallas are being met by a constantly improving type of transportation service which recognizes, accepts and meets its obligations in the spirit that makes Dallas great.

Ride with confidence via Transit in Dallas.

## DALLAS RAILWAY & TERMINAL COMPANY

*Leaving No Wheel Unturned in Your Service*

# IN DALLAS *Last Month*

Members of the Oak Cliff Kiwanis Club have elected **Rouse Howell** as president for the ensuing year. Other new officers are **J. C. Dycus** and **Avery Mayes**, vice presidents; and **Dr. Guy Denton**, treasurer.

**Thomas E. Braniff** of Dallas has been elected a member of the board of directors of the National Safety Council, and **John W. Carpenter** of Dallas has been named a trustee.

**Paul Carrington**, chairman of the post-war planning committee of the Dallas Chamber of Commerce, has been appointed by Mayor J. Woodall Rodgers as chairman of a special committee to study Trinity River Industrial District problems for the Greater Dallas Master Plan Committee.

**Dr. Harold Clark** is chairman of the newly formed Park Cities Quarterback Club. Other officers are **Graham Pierce**, vice chairman; **John C. Jester**, secretary; and **Herbert M. Holcomb**, treasurer.

New president of the Dallas Passenger Club, organization of local railroad passenger men, is **J. A. Slater**, general agent of the passenger department of the New York Central Lines. Other officers are **J. O. Yeargan**, Santa Fe Lines, first vice president; **R. C. Dutruch**, Illinois Central System, second vice president; and **L. Ashby**, Baltimore & Ohio Railroad, secretary-treasurer.

**Metropolitan**

**BUSINESS COLLEGE**

57 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

**W. H. Painter**, United Fidelity Life Insurance Company of Dallas, has been elected vice president of the Texas Association of Life Insurance Executives; and **George R. Jordan**, International Travelers Assurance Company of Dallas, has been elected secretary.

**Barney McMullen** is district manager of a Dallas office opened in 1015 Kirby Building by the Industrial Supply Company of Wichita Falls, Texas.

Eight new directors appointed for the Oak Cliff Chamber of Commerce by president W. J. Bryan include **Clyde Wherry**, **T. Y. Hill**, **Z. Starr Armstrong**, **Frank Wallace**, **R. M. Clift**, **J. C. Anderson, Jr.**, **Jake Golman** and **Julius Smith**.

President of the North Dallas-Park Cities Kiwanis Club for the ensuing year will be **W. L. Sterrett**. New vice presidents are **James Fletcher** and **Cecil Ewing**, and treasurer is **H. W. Bentel**. Directors include **S. J. Nadel**, **Clarence Fleury**, **Lawrence Martin**, **R. D. Butler**, **H. P. Edwards**, **Millard Gardner**, **Dr. Grady Garrett** and **Dr. John Skinner**.

**J. L. Hamon** of Dallas has been elected to the executive committee of the Independent Petroleum Association of America.

New governor of the Texas-Oklahoma district of Kiwanis International is **Merrill E. Audrey** of Dallas. **Robert Grube** of Dallas has been named district secretary; **W. C. Alexander** of Dallas, editor of the Kiwanis district magazine; and **Roland Ellis** of Dallas, executive secretary and treasurer of the district.

## New Accounting Firm Formed by George Culler

Establishment of **George W. Culler & Associates**, accounting firm, has been announced by **George W. Culler**, president of **Texas Bond Reporter, Inc.**, who will have associated with him in the new organization a staff experienced in several fields of government procedure, including income tax and contract termination



GEORGE W. CULLER

as well as general accounting work. Offices are in the Liberty State Bank Building.

Mr. Culler served as finance examiner with the Federal Works Agency in 1942, and was chief financial analyst for the Southwestern Division, United States Corps of Engineers from March, 1943, to October of this year, in charge of accountants making the accounting analyses relating to the renegotiation of war contracts. He became a member of the Renegotiation Advisory Board when the board was established to administer the 1943 Renegotiation Act.

He has been executive secretary of the Texas Group, Investment Bankers Association of America, since 1935.

**Harry M. Roberts**, Southwestern Life Insurance Company, has been advanced to president of the Dallas Chapter of the American Society of Chartered Life Underwriters, succeeding **Lloyd W. Klingman**, Equitable Life Assurance Society. Other new officers include **R. P. Baxter**, Rio Grande National Life Insurance Company, vice president; and **J. H. Ardrey**, Indianapolis Life Insurance Company, secretary-treasurer.

ASK FOR **Bluebonnet** EXTRA PALE BEER



**A TRULY FINE TEXAS BEER**

More and more, North Texas folks enjoy BLUEBONNET BEER every day. Join the crowds who ask FIRST for this truly fine extra pale lager beverage.

**Dallas-Fort Worth Brewing Co.**  
DALLAS, TEXAS

# Dallas Pioneers

*Years of Progress INVITE Greater Confidence*

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

**1872 Sanger Bros.**  
72 Years in Dallas (See Photo No. 8)  
87 Years in Texas  
Retail Department Store

**1869 Padgitt Bros. Company**  
75 Years (See Photo No. 1)  
Leather Goods—Wholesale and Retail

**1869 The Schoellkopf Co.**  
75 Years (See Photo No. 2)  
Manufacturers and Wholesale Distributors

**1872 Dallas Ry. & Term. Co.**  
72 Years (See Photo No. 3)  
Street Railways

**1875 Dallas Trans. & Term. Warehouse Company**  
69 Years (See Photo No. 4)  
Warehousing, Transportation and Distribution

**1875 First Natl. Bank in Dallas**  
69 Years (See Photo No. 5)  
Banking

**1876 Trezevant & Cochran**  
68 Years (See Photo No. 6)  
Insurance General Agents

**1876 Fakes & Company**  
68 Years (See Photo No. 7)  
Furnishing Texas Homes Since 1876

**1885 Mosher Steel Co.**  
59 Years (See Photo No. 9)  
Structural Reinforcing Steel and Machinery Repairs

**1889 J. W. Lindsley & Co.**  
55 Years (See Photo No. 10)  
Real Estate, Insurance

**1890 William S. Henson, Inc.**  
(Successors to J. M. Colville & Son)  
54 Years (See Photo No. 11)  
Printing and Advertising

**1893 Fleming & Sons, Inc.**  
51 Years (See Photo No. 12)  
Manufacturers—Paper and Paper Products

**1896 Briggs-Weaver Machinery Company**  
48 Years (See Photo No. 13)  
Industrial Machinery and Supplies

Established

**1899 Dallas Plumbing Co., Inc.**  
45 Years (See Photo No. 14)  
Plumbers

**1900 John Deere Plow Co.**  
44 Years (See Photo No. 15)  
Agricultural Implements

**1903 Dallas National Bank**  
41 Years (See Photo No. 16)  
Banking

**1903 Acme Screen Co.**  
41 Years (See Photo No. 17)  
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds

**1903 Republic Insurance Co.**  
41 Years (See Photo No. 18)  
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

**1903 First Texas Chemical Mfg. Company**  
41 Years (See Photo No. 19)  
Pharmaceutical Manufacturers

**1904 Atlas Metal Works**  
40 Years (See Photo No. 20)  
Sheet Metal Manufacturers

**1906 Hesse Envelope Co.**  
38 Years (See Photo No. 21)  
Manufacturers of Envelopes & File Folders

**1909 Hutchinson-Bonner & Burleson**  
35 Years (See Photo No. 22)  
Certified Public Accountants

**1909 The Southern Supply Co.**  
35 Years (See Photo No. 23)  
Wholesale Hardware and Industrial Supplies

**1911 Graham-Brown Shoe Co.**  
33 Years (See Photo No. 24)  
Manufacturing Wholesalers

**1912 Stewart Office Supply Co.**  
32 Years (See Photo No. 25)  
Stationers—Office Outfitters

**1914 Texas Employers Ins. Assn.**  
30 Years (See Photo No. 26)  
Workmen's Compensation Insurance

(Advertisement)

**Howard P. Holmes** of the Two States Drilling Company, Dallas, was elected president of the American Association of Oil Well Drilling Contractors at the organization's annual meeting in Fort Worth October 3-4. **H. W. Bass** of Dallas was re-elected treasurer, and **Brad Mills** of Dallas was re-elected executive secretary.

**Dr. Sam Weaver** of Dallas has been elected president of the Texas Surgical Society for the coming year. **Dr. Elbert Dunlap** of Dallas has been named treasurer.

New president of the East Dallas Kiwanis Club for the ensuing year is **Leon Ellsworth**. Other new officers are: **Roy Braden** and **Jess Beberstein**, vice presidents; and **Jeff Hooker**, treasurer. Directors include **W. W. Cannon**, **R. B. Galloway**, **Frank E. Graham**, **K. M. McGee**, **Dr. John McMurrin**, **Ellis Reed** and **Bennett Stampes**.

**Henry C. Dickson**, executive assistant manager of the Baker Hotel, has been commissioned as an honorary colonel on the staff of Governor Robert S. Kerr of Oklahoma.

## One Will Eat Crow



The mayors of Dallas and Houston have a crow to pick over the fire loss records of the two cities—and Otis is it.

Whether Mayor J. Woodall Rodgers of Dallas (left) or Mayor Otis Massey of Houston wins in the contest between the two cities to show greater improvement in fire loss experience, Otis—so named for the Houston mayor—will lose. For Mayor Rodgers and Mayor Massey have a wager that the mayor of the losing city will eat crow come January 1 when the contest ends.

The two mayors are pictured as guests at the kickoff luncheon of the Dallas Junior Chamber of Commerce for the observance of Fire Prevention Week in October.

Latest figures increase the likelihood that Dallas' mayor instead of Houston's will eat Otis. Fire Marshal B. C. Hilton

reports that fire losses show a 11.8 per cent gain over last year as against a 16.4 per cent reduction for Houston. Both Chief Hilton and L. C. Roberts, chairman of the Dallas Fire Prevention Council, have issued pleas for the co-operation of every Dallas citizen during the remaining weeks of 1944 in an intensive effort to improve Dallas' record.



First in Dallas

In Furniture Sales

Such Popularity Must Be  
Deserved

**Hart Furniture Co.**

Elm at Harwood

"55 Years in Dallas"

**J. W. LINDSLEY & CO.**  
Realtors

Our 55 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

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**C-7111**



**DALLAS TRANSFER**  
and Terminal Warehouse Co.

(Established 1857)

2nd UNIT, SANTA FE BUILDING

Warehouse, Office and Display Space  
Moving—Heavy Hauling—Packing

Agents for:

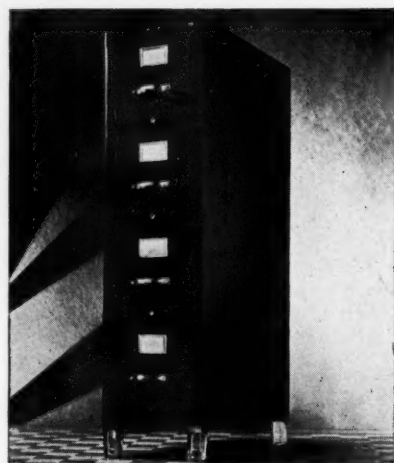
H. & N. T. Motor Freight Line  
Lone Star Package Car Company  
Dallas-Fort Worth Motor Freight Lines  
Allied Van Lines, Inc.

PHONE C-7111

Jess Lafferty and E. Frank Brownlee have formed a partnership under the name of Lafferty & Brownlee, Realtors, with offices in 108 Thomas Building.

C. W. Hudson, personnel director for the Dallas Railway & Terminal Company, has been elected director at large of the American War Dads.

Robert Kelley has been advanced to publicity director for the Dallas theaters by the Interstate Circuit, Inc.



## You Can't Buy One NOW

The new peace-time Y&E steel file is still in the blueprint stage. But when peace comes, it will be ready with new features and improvements to give you the most efficient and economical filing system you have ever known. And in Dallas, you will find it only at STEWART'S.

This illustrates the advanced thinking and planning Stewart is devoting to the post-war business office. It illustrates, too, Stewart's determination to give you the most efficient and modern office equipment as soon as it is available. Many of the items will be exclusive here.

**STEWART'S**  
STATIONERS OFFICE OUTFITTERS  
1523 Commerce R-8585

The Rev. Patrick Henry, Jr., pastor of the Preston Road Christian Church, has been elected president of the Christian Ministers' Association of Dallas. Vice president is the Rev. John Reeves, pastor of the Memorial Christian Church, and secretary and treasurer is the Rev. Norman Dyer, pastor of the Lakeview Christian Church.

M. Kenneth Mahoney has been elected president of the Dallas Insurance Agents' Association for the ensuing year. Other new officers are Alphonso Ragland, Jr., and George F. Cox, vice presidents; and B. L. (Lake) Morrison, secretary-treasurer. Alfonso Johnson was re-elected manager. New directors include T. A. Blakeley, Robert W. Thompson, Ross Brown and Jay Russell Smith.

R. L. Thornton, president of the Mercantile National Bank, has been elected a member of the executive committee of the national bank division of the American Bankers' Association and will represent the eleventh district. Lang Wharton, vice president of the First National Bank, has been appointed a member of the president's executive council of the association.

Braniff Airways has created a new air mail and air cargo traffic division and has appointed Guy M. Springer, Jr., assistant to Charles E. Beard, vice president in charge of traffic, as manager of the new department, with headquarters at Dallas.

### Mr. Merchant . . .

For larger profits and repeat business sell REALSHINE Shoe Polish . . . made by the oldest shoe polish manufacturer in Texas.  
**REALSHINE COMPANY**  
2644 Main St. Dallas, Texas C-5631



Typewriters  
Adding Machines  
Repairs and  
Supplies

**S. L. EWING CO.**

1919 Main St. C-5401 Dallas

### Hudson & Hudson

Industrial and Business Properties

Sales, Leases and Management

Praetorian Building

PHONE R-9349—DALLAS

Alex D. Hudson

James S. Hudson

*Let's All  
Speed the Victory*



Buy An Extra  
**\$100 BOND**  
in the  
**SIXTH WAR LOAN**

**FULTON BAG  
AND COTTON MILLS**  
215 North Preston

## You Create A Business

**INSURANCE is the  
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



**CRUGER T. SMITH**

General Insurance

R-8624

Magnolia Building

## McCarran Report

(Continued from Page 61)

Western and Southern plants being either abandoned or operated far below their capacity.

As an indication of the seriousness of the reconversion problem in the West, the Committee found that these seventeen States registered a 9 per cent gain in population during the war, the largest for any region, and a 148 per cent increase in manufacturing employment, again the largest for any region. It is clear that only the most efficient and complete use of the war plants of the West after the war can prevent either widespread unemployment throughout that region or the migration of much labor to the already congested East.

The McCarran Committee evidently has no intention of merely submitting economic statistics and then considering its mission accomplished. It proposes to stimulate widespread interest in this serious problem, and its comprehensive report will no doubt provide the basis for legislation in the next Congress to bring about a more even distribution of wealth and population. The report contains, for instance, specific recommendations for each particular region. This is what it has to recommend with respect to the seventeen "underdeveloped and underpopulated" States of the West:

"1. Immediately the European war ends, war production, particularly ship-building and aircraft, should be shifted to this area to the extent that is consistent with Navy plans.

"2. All production restrictions should be lifted, and the disposal of Government-owned property and war-surpluses so managed that maximum encouragement is given new industries. With the collaboration of the State governments, plans should be made immediately for the post-war conversion of aircraft plants, too large for single industries, into multiple industrial apartments, and, where necessary, with special arrangements for low rental rates to new industries. The same plan should be applied to the Southern States.

"3. Reclamation and hydroelectric projects, handled to assure the fullest regard for navigation needs, must be pressed to provide a base for a more stable agricultural population and new agriculturally based industries, thus creating more business opportunities for the 2,000,000 Western men in the armed services, who will have a \$2,000 credit each to draw upon when demobilized.

## GUIDE TO DECENTRALIZATION

### AREA "A"

Eleven States

Overdeveloped and  
Overpopulated

New York  
Massachusetts  
Connecticut  
Rhode Island  
New Jersey

Pennsylvania  
Delaware  
Maryland  
Ohio  
Michigan

Illinois

### AREA "B"

Ten States

Relatively Balanced  
Development

Indiana  
Wisconsin  
Minnesota  
Iowa  
Missouri  
Maine  
Vermont  
New Hampshire  
Louisiana  
Florida

Areas .....	9%	Areas .....	15%
Total Population (1940) .....	43%	Total Population (1940) .....	16%
Minerals .....	26%	Minerals .....	10%
Manufacturing .....	65%	Manufacturing .....	14%
Total Income (1940) .....	56%	Total Income (1940) .....	14%
Farm Population .....	17%	Farm Population .....	20%
Farm Income (1939) .....	23%	Farm Income (1939) .....	25%

### AREA "C"

Ten States

Underdeveloped

West Virginia  
Virginia  
North Carolina  
South Carolina  
Georgia

Alabama  
Mississippi  
Arkansas  
Tennessee  
Kentucky

Texas  
Oklahoma  
Kansas  
Nebraska  
South Dakota

### AREA "D"

Seventeen States

Underdeveloped and  
Underpopulated

North Dakota  
Montana  
Wyoming  
Colorado  
New Mexico  
Arizona  
Utah  
Idaho  
Nevada  
California  
Oregon  
Washington

Areas .....	15%	Areas .....	61%
Total Population (1940) .....	20%	Total Population (1940) .....	21%
Minerals .....	14%	Minerals .....	50%
Manufacturing .....	10%	Manufacturing .....	11%
Total Income (1940) .....	11%	Total Income (1940) .....	19%
Farm Population .....	39%	Farm Population .....	24%
Farm Income (1939) .....	20%	Farm Income (1939) .....	32%

"4. Discriminatory freight rates must be altered to give the new industries in this region an equal chance on the Nation's markets with the industries of the Eastern States."

By contrast, the Committee presented these summaries and recommendations for the eleven States in the East:

"These eleven States have received the cream of the war contracts, 58 per cent of the total, reducing the ratio of investment in war plants and facilities to 15 per cent of the value of the contracts. The ratio of private investment is only 5 per cent. In addition, the better part of the contracts were for products requiring the smallest investment in plants and facilities.

"Under the impact of the war, congestion in this region has been aggravated. The population in sixty-six war-boom areas has jumped to 46,000,000. These sixty-six areas account for about 2 per cent of the national area. The density of population in these sixty-six areas amounts to about 638 to the square mile, as against 146 to the square mile in thirty-nine Western war-boom areas and 229 to the square mile in the thirty-nine Southern war-boom areas. The concentration of wealth in this area is clearly revealed by the fact that in 1939 these eleven States paid 75 per cent of the Federal income tax.

"These eleven States house the evil of centralization. The impulse of centralization is to destroy in advance all opportunities for competitive capital and competitive enterprise. Centralization creates a glut in the banks; forces cheap money on the one hand and anxiety about investment on the other; spreads frustration and breeds statism. It is the greatest single destructive force of free enterprise in the world.

"The long-range necessity to open new fields for investment, if our free enterprise economy is to survive, outweighs every other consideration. In terms of the value of the war contracts, both the taxpayers and the private investors have gotten their money out of the investments in war plants and facilities in these States. To secure the industrial gains made in other areas during the war, and to stabilize the industrial population in the States outside this area, the new Government-owned war plants and facilities in these eleven States must be frozen for an indefinite period. In 1939 these eleven States accounted for 65 per cent of the nation's manufactures. Their share of the manu-

## New Packard Dealership Established in Dallas

Packard Dallas Company has been organized as a new Dallas dealership for the Packard Motor Car Company and occupies a two-story building at 712 North Harwood.

Partners are J. S. Mitchell, who began his career in the automobile business in 1921 and has been general manager for the Packard distributor in San Antonio since 1940, and Larry Cain, who entered the automotive sales field in Chicago in 1911 and before coming to Dallas recently was connected with the Vaughn Motor Company of Portland, Ore.

Mr. Mitchell is general manager of the new Packard agency and Mr. Cain is general sales manager. Guy M. Godley is director of sales and service.

factures cannot be increased without ruinous consequences to the other thirty-seven States. The new plants and facilities must not be sold or leased except under specific conditions where the industries buying or leasing the new plants will undertake to scrap their old plants to take advantage of the new."

The Senate Committee clearly does not equivocate when it asserts that "the evil of centralization" flourishes in the East and that this evil "is the greatest single destructive force of free enterprise in the world." Its recommendations that the war plants and facilities in the East should be frozen for an indefinite period

may be too severe if applied literally and without exception, but there can be little argument with the soundness of the Committee's view that "the long-range necessity to open new fields for investment, if our free enterprise economy is to survive, outweighs every other consideration." Certainly it is true that the necessity of achieving a greater degree of balance throughout the country in industry and population outweighs every sectional consideration.

Nevertheless, the unequivocal stand taken by the McCarran Committee can be expected to produce bitter opposition if and when its recommendations are incorporated in bills and resolutions presented to the Congress. Indeed, publication of the report elicited sharp criticism throughout the Eastern States, and Governor Saltonstall of Massachusetts promptly went on the air to denounce the Committee's findings. In any event, we can expect to hear a great deal more about this Committee and its work during the months ahead.

It is regrettable that a program designed to improve the national economy—and the report of the McCarran Committee is such a program—cannot be advanced without promptly kindling sectional antagonisms. Even on a sectional basis, it would appear that the East has virtually as much to gain from a balanced economy as the West, for the congestion of population and heavy industry in the East is not conducive to satisfactory living conditions, just as the un-

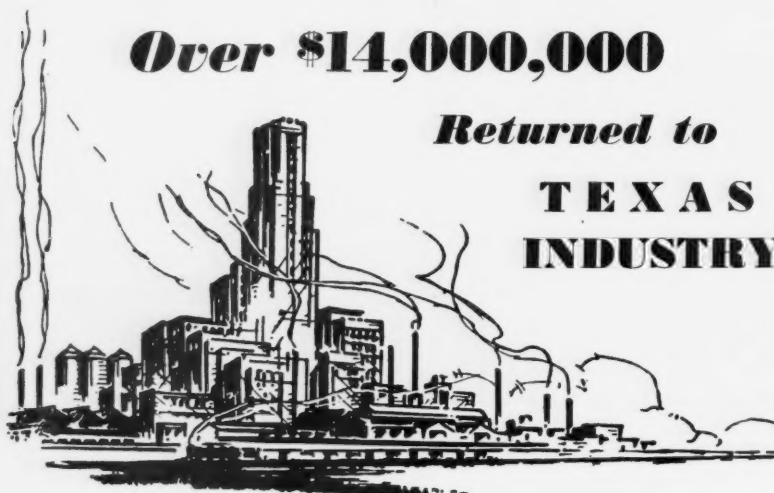
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DURING THE FIRST EIGHT MONTHS of 1944 the Texas Employers Insurance Association has paid \$1,485,984 in dividends to its policyholders. These dividends represent a part of the savings made on last year's operations, and make a total of \$14,493,711 in dividends paid since organization.

#### REASONS FOR THESE SAVINGS

The reasons for these great savings are found in the Association's plan of operation. It deals directly with the insureds through its nineteen strategically located district offices, instead of through local and general agents. This eliminates the usual agent's commission and results in a substantial saving in the cost of doing business.

Other factors contributing to these savings are the accident prevention activities of the Association's Safety Engineers, the prompt and efficient handling of claims, and the Association's large volume of business. In spite of the fact that there were nearly one hundred companies writing Workmen's Compensation Insurance in Texas last year, the Association wrote almost one-fifth of the total. Its written premiums were more than double those of the second place carrier and more than three and a half times that of the third place carrier.

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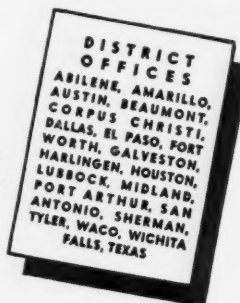
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derdevelopment of the West fails to fulfill the rich potentialities of that vast region. It is highly probable that industrial decentralization would improve economic as well as social conditions in the East, because certainly much of the benefits accruing from the realization of the potentialities of the great West would flow healthfully to the East just as to all other sections of the country.

The present critical unbalance in industry and population does more than endanger the national economy; it imperils democratic institutions as well, since the wide diversity of interests which now exist nourishes sectionalism and creates in our political life a constant tug-of-war between conflicting economic philosophies. A more even distribution of wealth and population throughout the country would not only fortify our economic system but would likewise relieve much of the political pressures which are erosive of democratic processes. To the extent that the economic pursuits of each section of the country become somewhat comparable to those of other sections, to a proportionate degree would the political interests of each section conform to those of other sections.

Whatever the ultimate fate and accomplishments of the McCarran Committee may be, it is evident that a worthwhile purpose is being served by focusing national attention on what is perhaps the most serious problem confronting post-war America. Whether the Committee's report proves only of academic interest or whether it provides the motivation for political and economic trends in the direction of a more balanced national economy, only time will determine. It depends in large measure on the extent to which the West and the South take hold of this opportunity and compel their political leaders to insist on forthright and unselfish action from the broad perspective of the national interest.

The problem of industrial decentralization is so ramified and so complex that it is difficult to sustain a tempo of active interest in it through a period of months and years. But such a tempo must be sustained, no matter how tedious the task, if worthwhile results are to be achieved. Particularly at this time, when the pattern of our economic future for years to come is being determined by the formulation of reconversion policies, it is important that the South and West insist upon a full recognition of the abundant contributions they are capable of making to the national well-being.

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